

Influence of Business Demand on the Performance of Post Retirement Business Enterprises in Ugunja Sub County, Siaya County

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Abstract

The study sought to assess the influence of business demand on the performance of post retirement businesses in Ugunja Sub-county, Siaya County. It adopted a descriptive survey research design and inferential statistics. The target population for the study was 80 retirees. The researcher used census and collected data using questionnaires. The instrument was validated by the supervisors. Reliability of the instrument was determined through a pilot study where a Cronbach alpha coefficient of 0.708 was obtained from the instrument. This indicated that the instrument was reliable. Quantitative data was analyzed using descriptive statistics and inferential statistics and presented in tables. The study established that business demand with p-values ($p=0.000$) significantly affect performance of post retirement business enterprises. It was concluded that for enhanced performance of post retirement business enterprises adequate business demand should be adhered to by post retirement entrepreneurs. The study also recommended to retirees to ensure that they adhere to business demands for their business enterprises to enable them grow to corporate business entity.

Keywords: *Business Demand, Influence, Post Retirement*